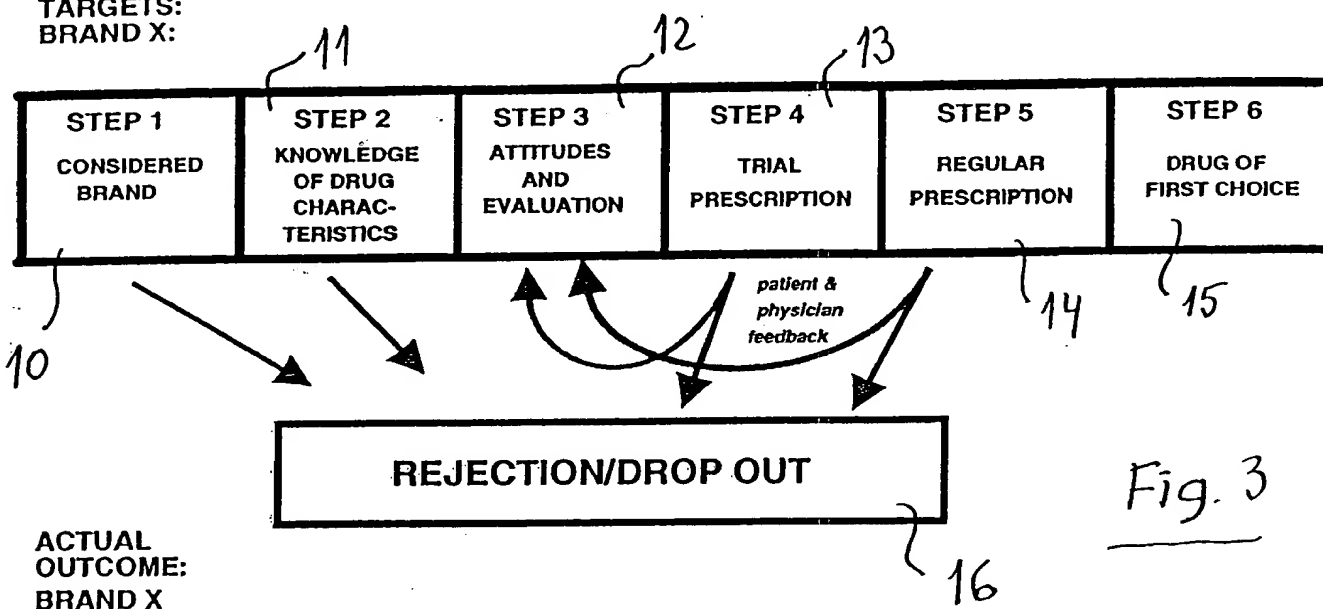


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PATENT & TRADEMARK OFFICE

MARKET ADOPTION

TARGETS:
BRAND X:



Adoption of the Main Agents in a Particular Market

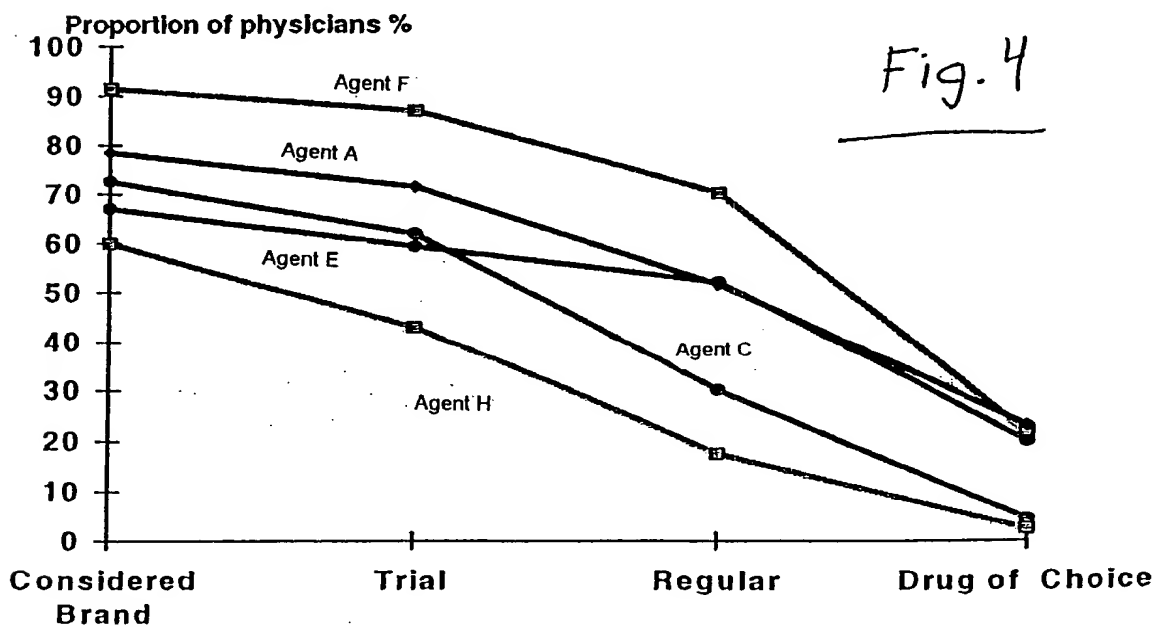


Fig. 5

Summary of Radar Marketing Productivity® for
Main Agents on a Particular Market

	Radar Detailing Rate ^a		Radar Adoption Rate ^b		Dynamic Capture Rate ^c		Mean no. of pats/ month and physician			
		Detailed	Not Detailed	Impact of Detailing	Detailed	Not Detailed	Impact of Detailing	Detailed	Not Detailed	Targeting
Agent A	47.5%	59.7	27.9	31.8	33.7	9.1	24.6	49.5	45.0	4.5
Agent B	33.0%	27.7	4.3	23.4	3.6	0.3	3.3	45.7	47.8	-2.1
Agent C	52.5%	51.0	31.3	19.7	6.9	4.6	2.3	47.3	46.9	0.4
Agent D	39.5%	46.5	30.2	16.3	4.6	4.1	0.5	46.1	47.8	-1.7
Agent E	52.0%	85.1	66.9	18.2	42.2	24.5	17.7	46.8	47.4	-0.6
Agent F	54.0%	74.1	59.8	14.3	19.1	15.1	4.0	51.5	42.0	9.5
Agent G	24.5%	38.8	5.6	33.2	12.7	1.6	11.1	49.1	46.5	2.6